

Waste Management Focus Group

Summary of Results

March 2005

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Section I

Introduction

Introduction

This report summarizes the results of a City of Norfolk waste management focus group held in January 2005. The purpose of the focus group was to obtain feedback from a representative sample of Norfolk residents regarding the City's current waste management and recycling collection services and to receive input about potential changes in service levels.

The focus group met January 20th and 27th from 6:00 to 9:00 p.m. at the Fire Training Center located at the corner of Granby Street and Thole Street. The opportunity to participate in the 50-member group was available to all Norfolk residents. Attendance at the two sessions varied between 39 to 45 citizens.

The focus group was conducted by the Norfolk Environmental Commission (NEC), with joint support from the City's Department of Public Works and the Southeastern Public Services Authority (SPSA).

Section II

Executive Summary

Executive Summary

The Norfolk Environmental Commission and the City of Norfolk's Department of Public Works conducted two focus group sessions to address waste management issues in the City. The focus group members were invited from throughout the City to comprise a diverse group.

A. The two sessions were as follows:

1. **First Session** – Assessment of Collection Services and Enforcement
 - i. Assessment of the City's current efforts in providing waste management services
 - ii. Discussion of possible modifications to the bulk and overflow waste collection system
 - iii. Discussion of waste management code enforcement in the right-of-way
2. **Second Session** – Curbside Recycling and Funding
 - i. Assessment of the current efforts to collect recyclable household waste
 - ii. Discussion of funding options for City waste collection services
 - iii. Discussion of charging fees for extra services
 - iv. Discussion of Volume-based Billing in which citizens pay a higher or lower fee based upon the number and volume of containers

B. The **results** of the waste management focus group can be summarized as follows:

1. Overall services provided by the City to its residents were rated good to excellent. The highest evaluations were for the reliability of regular collection of household waste, responsiveness to calls for bulk waste pickup, workforce courtesy and workforce safety.
2. There is a need for **enhanced education (regarding rules, procedures, ordinances and opportunities for recycling and proper disposal practices) and consistent enforcement.**
3. The City's current **recycling program** was rated good to excellent. Focus group participants were pleased with the new 95-gallon carts with lids. However, participants felt that additional education efforts were needed to enhance the recycling program. The focus group discussed the need to provide more education to Civic Leagues and schools, provide stickers on the carts, and provide

direct mailings to citizens with information on the recycling program.

4. The majority of the groups indicated they are unwilling to pay **fees for extra services**. Of the five groups, only one group expressed a willingness to pay a fee for off-day bulk waste pickup, extra yard waste pickup, and an extra trash can.
5. No group expressed a willingness to have volume-based billing at this time; however the concept was supported for possible use in the future.

The results of the focus group indicate that the City is doing a good job of waste and recycling collection. While there is the need for more education and enforcement in specific areas of the City, the overall opinion is that most people are satisfied with the current scope of services provided.

Section III

Process & Methodology

Process and Methodology

[The purpose of the focus group was to obtain feedback from a representative sample of Norfolk's citizens on waste management services provided by the City. The impetus for the study was the desire by City staff to obtain input from citizens on the City's waste management collection systems and automated curbside recycling efforts.

The selection of participants was conducted through a series of public announcements and personal invitations to City of Norfolk Waste Management customers. Announcements were placed in the Virginia Pilot Compass, the Civic Connection and on the City's website. Participants from the 2000 Focus Group were invited and letters requesting participation were sent to each registered civic league. A list of customers who had called in for a bulk waste pickup in the previous three months was used to contact individuals who had not participated in the previous focus group and who may not have been involved with their civic league. By the first session, a total of 45 people were registered for at least one of the scheduled sessions.

An effort was made to solicit participants equally from the five political ward divisions. There was no effort made to prescreen for other demographic characteristics and this information was not collected.

2005 Focus Group

The format for this year's focus group was similar to the 2000 focus group. The first session began with presentations by a NEC commissioner and the Director of Public Works. The Director's presentation provided an overview of the current waste management system, services, bulk waste and enforcement. After the presentation, the participants were divided into five groups with each group containing eight to ten members. Before the breakout sessions began, each group identified a recorder to write the group's responses on charts and a reporter to present a summary of the group's responses to the other groups. The group responded to a series of questions pertaining to waste management collection services and enforcement (See Section IV, "Presentations," for discussion questions). At the end of the session, the focus group reassembled and group presentations were made.

The format for the second session was identical to that of the first session but concentrated on recycling and funding options. It began with presentations by the Director of Public Works, NEC Executive Director, and a representative from SPSA. The presentations included the results from the first session, as well as

information about the current recycling system and funding. In the second session, the groups responded to a series of questions pertaining to curbside recycling and funding.

(List of focus group questions by session – see Appendix #1)

Participants

January 20

The first session contained **39** Norfolk residents: 19 females and 20 males; 7 from Ward 1, 7 from Ward 2, 8 from Ward 3, 5 from Ward 4 and 9 from Ward 5. The wards of three residents were unknown because their addresses were missing.

January 27

The second session contained **45** Norfolk residents: 19 females and 26 males; 7 from Ward 1, 8 from Ward 2, 8 from Ward 3, 7 from Ward 4 and 10 from Ward 5. The wards of five residents were unknown due to missing addresses.

(List of focus group participants – see Appendix #2)

Facilitators

Members of the NEC and Department of Public Works staffs facilitated the small group discussions. The facilitators guided but did not participate in the discussions. SPSA and other NEC representatives were available to answer questions or clarify points of interest, but did not participate in the discussion.

Staff in attendance from the Department of Public Works were John Keifer, Director of Public Works, who served as the primary presenter, and Alice Kelly and Marty Krupinski, who provided technical assistance. Facilitators included: Donnie Tuck, Management Services Administrator, Monica Allen, Management Analyst II, Arthur Riddick, Refuse Collection Supervisor, and Jack Sumler, Management Analyst I. Staff from the NEC included John Deuel, Executive Director and Recycling Coordinator, who served as **co-planner** and **presenter** for the focus groups; and Margaret Geradin, Assistant Recycling Coordinator, who was **co-planner** for the focus groups. In addition, other representatives from the NEC and SPSA attended.

Citizen Focus Group on Waste Management Services Meeting Purpose

The purpose of the focus group was to involve the community in assessing the City's waste management services, including satisfaction with basic services, recycling services, and evaluating new initiatives, programs or concepts.

We followed a small group discussion model to ensure each participant a reasonable opportunity to participate and to better identify group priority areas. This process has been used successfully at various community forums including the 2000 Focus Group.

Community Networking: The Process

Setting the Stage:	Meeting purpose was to review specific questions to be discussed. Norfolk Environmental Commission and Public Works staff provided a briefing on the subject matter.
Implementation:	Participants met in small, facilitated groups to discuss the questions. Group consensus was recorded.
Feedback:	Participants and City officials reassembled in a large group to hear highlights (priority areas) of small group feedback. Recorded notes were collected by City staff for use in decision-making.
Follow up:	After the first meeting, staff summarized the oral and written feedback. This summary was provided to all participants at the second session.

Section IV

Presentations

Presentations

The following pages provide the slides that were presented in each of the three presentations.

A. **The First session** covered

- a. An overview of the NEC
- b. An overview of the City waste management program
- c. Enforcement issues
- d. Focus Group questions

The questions directed to the citizens were designed to assess the City's current efforts in providing waste management services. The questions used during the January 20 session are as follows:

1. What is your assessment of the City's current efforts in providing waste management services?
 - a. What could be improved?
 - b. What is being done well?
2. Should the City modify its bulk and overflow waste collection system from the current weekly call-in service to a once per month service with no call-in?
 - a. Options to consider:
 - i. Current system – call-in
 - ii. Once per month – without call-in
 - iii. No overflow – bulk waste call-in
 - iv. Weekly collection – without call-in
3. Is appropriate emphasis being placed on Waste Management code enforcement in the right-of-way?
 - a. Overflow garbage
 - b. Construction and Demolition waste
 - c. Yard waste limits
 - d. Unbagged waste
 - e. Bulk waste – call-in
 - f. Containers out early or late
 - g. Evictions and moveouts
 - h. Tires
 - i. Random Waste
 - j. Illegal Dumping

Results and responses to these questions are listed in section V.

In addition to the questions asked to the citizens, a 17-item questionnaire was provided to the citizens. (Questionnaire – see Appendix #3)

B. The Second session covered

- a. Curbside recycling and funding

The questions directed to the citizens were designed to assess the City's current efforts in the automated curbside recycling program. The questions used during the January 27 session are as follows:

- 4. What is your assessment of the current efforts to provide collection of recyclable household waste?
 - a. What could be improved?
 - b. What is being done well?
 - c. What are some ideas to increase the level of households participating in the current curbside recycling program?
- 5. How should City waste collection services be paid for?
 - a. Current system: Flat fees for part of costs plus a fee for extra containers.
 - b. Fees covering the full cost of services
 - c. Fund through taxes only – No fees
 - d. Other ideas?

Additional Services: Discuss the following alternative ideas for charging fees. Determine a "Yes or No" consensus from the group.

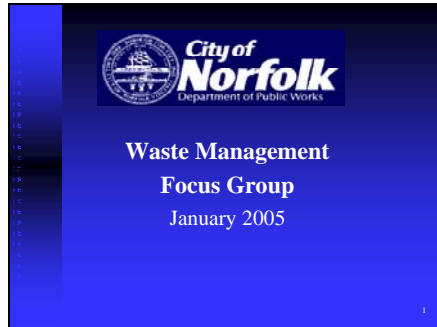
- e. Fees for extra services (i.e., Fee for bulk waste pickup on off days, fee for extra yard waste put outs, fee for backyard collection of containers.)
- f. Fees on the basis of volume of waste (i.e., based on the size or number of containers used.)

Results and responses to these questions are listed in section V.

Section I

Presentation Materials

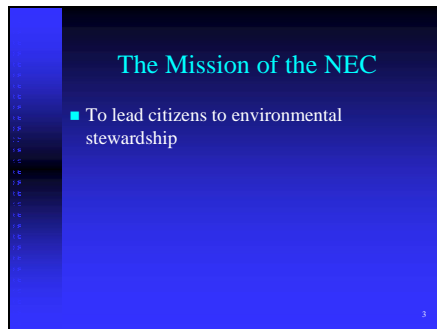
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Slide 2



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Meeting Format

- Explanation of Services and Key Questions
- Small Group Discussion
- Brief Report Back (5 minutes)

All comments will be recorded
Results will be reviewed at the next meeting

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Previous Focus Group

- February – March 2000
- 3 sessions

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Topics

- Evaluation of City Services
- Enforcement
- Recycling
 - ◆ Awareness
 - ◆ Type of Service
 - ◆ Discount
 - ◆ Mandatory
- Yard Waste Collection
- Volume Based Billing

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Results of 2000 Focus Group

- Services – Rated Good or Better
- Need for Enhanced Education and Consistent Enforcement
- Recycling
 - ◆ Need for larger, more convenient containers
 - ◆ Discount favored
 - ◆ Mandatory – NO
- Yard Waste – Continue
- Special Services – Call-In, no additional cost
- Volume Based Billing – Slightly favored

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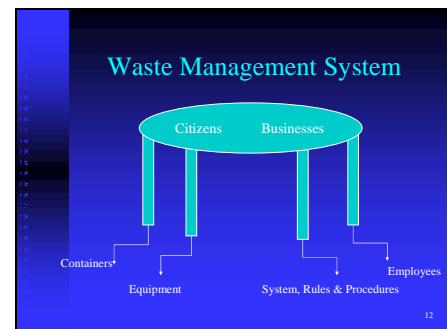
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Since Then

- City Solid Waste Ordinance Updated
- Automated Recycling
 - ◆ March 2004-June 2005 Implementation
- Bulk Waste – Call-In service
- Yard Waste – Weekly pick-up, volume limits
- Enforcement – Emphasis increased
 - ◆ Illegal bulk waste & overflow
- Garbage containers replaced in 53% of households

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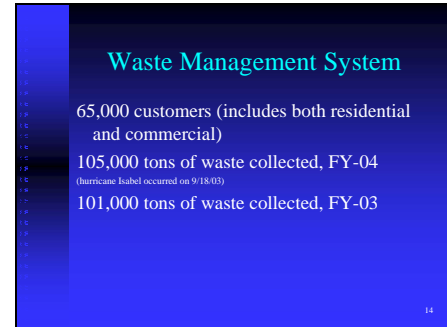
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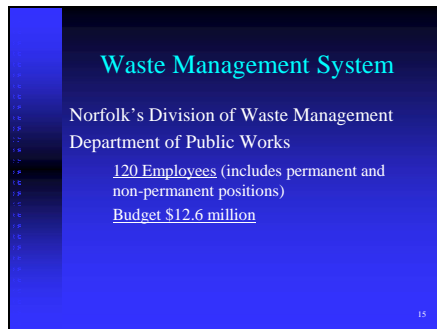
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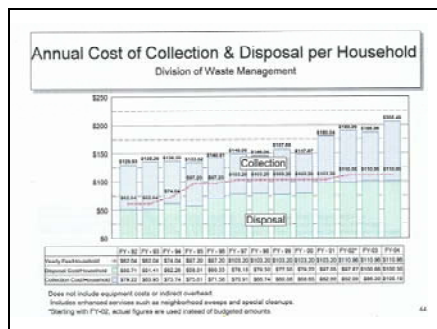
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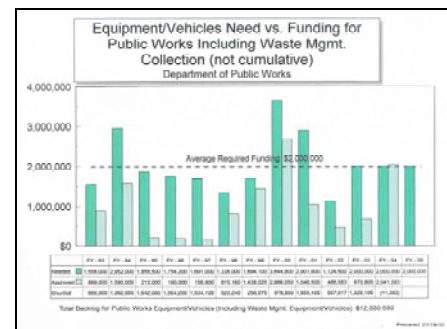
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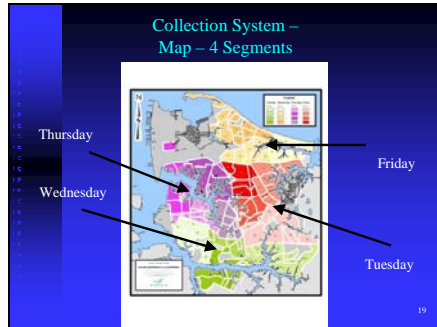
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Slide 19



Slide 20

Waste Management System

Services Provided

- Household Waste Collection – weekly, City container
- Bulk Waste (too large to fit in container) – weekly, called in
- Yard Waste – weekly
- Recycling – bi-weekly, by SPSA

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Fees

- Current Residential
 - ◆ \$10.59 per/mo. (.353/day)
 - ◆ \$5 for an extra container
- Business/Multi-Family
 - ◆ Various rates

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Waste Management System

Other Special Services

- Drop off Recycling Centers
- Hazardous Waste Disposal (at SPSA)
- Storm Debris Cleanup
- Dead Animal Pickup
- Special Collection for Elderly, Handicapped
- White Goods, Freon Removal – with Bulk Waste
- Saturday and Sunday – Free citizen drop off at SPSA

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Waste Management System

Customer Service

- Hours 7:00 a.m. – 5:00 p.m., Monday-Friday
- Bulk Waste Appointments
- Questions, Complaints

Internet address:
www.norfolk.gov/publicworks/waste.asp

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Waste Management System

System Rules

- City Ordinance
- Administrative Procedures
- Enforcement Policies – Established by Waste Management Division

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Waste Management System

Inspection Force

- 5 Inspectors and 1 Supervisor
- Responsibilities:
 - Enforcement of City Solid Waste Ordinance
 - Investigation of Problems & Complaints

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Most Important Enforcement Issues

1. Overflow
2. Yard Waste Limits/Trees
3. Bulk Waste Call-In
4. Evictions and Move outs
5. Construction and Demolition Waste
6. Bagging of Household Waste
7. Containers of Early/Late
8. Tires
9. Random Waste
10. Illegal Dumping

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Enforcement Issues

1 – Overflow Garbage

Ordinance

- none allowed, extra containers available

Current

- 8% of households each collection day
- Christmas exceptions
- Extra containers available

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Enforcement Issues

2 – Yard Waste

Ordinance

- 20 bag limit – clear bag
- Logs – no larger than 6" in diameter
 - ◆ No contamination (non yard waste)
 - ◆ Tied bundles

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Enforcement Issues

3 – Bulk Waste

Ordinance

- Up to 1 truckload
- Call-in
- 12 pickups/year

Current

- Usually called in
- Pick up other locations when seen

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Enforcement Issues

4 – Evictions and Moveouts

Ordinance

- 24 hours for resident to remove it
- Called in - \$200/Truck
- Not called in - \$200/Truck + fine

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Enforcement Issues

5 – Construction and Demolition Waste

Ordinance

- none allowed

Current

- usually enforced, small quantities collected

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Enforcement Issues

6 – Unbagged Waste

Ordinance

- All household garbage must be bagged

Current

- Cleanup often required
 - ◆ Loose overflow on ground

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Enforcement Issues

7 – Containers Out Early or Late

Ordinance

- Containers out:
 - ◆ No earlier than 5 p.m. day before
 - ◆ No later than 7 a.m. collection day
- Containers in:
 - ◆ By 11:30 p.m. collection day

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Enforcement Issues

8 - Tires

Ordinance

- Collection of tires limited
 - ◆ Four per collection day
 - ◆ Twelve per year
- Collection of tires shall be non-commercial sizes

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Enforcement Issues

9 – Illegal Dumping

- On vacant lots, ends of streets, etc.

10 – Random Waste

- Miscellaneous items along streets, citywide

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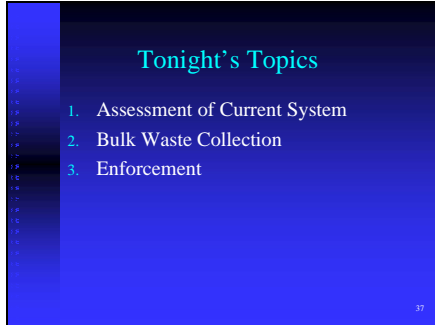
Waste Management System

Holiday Collection

- Regular Work Days
 - ◆ Tuesday-Friday 10 hours/day
- Holidays
 - ◆ Collect on all holidays except Christmas

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Tonight's Topics

1. Assessment of Current System
2. Bulk Waste Collection
3. Enforcement

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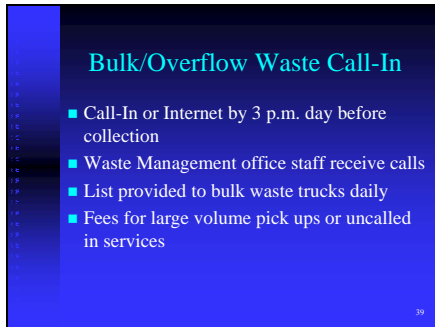
Waste Management System

Holiday Collection

- Regular Work Days
 - ◆ Tuesday-Friday 10 hours/day
- Holidays
 - ◆ Collect on all holidays except Christmas

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Bulk/Overflow Waste Call-In

- Call-In or Internet by 3 p.m. day before collection
- Waste Management office staff receive calls
- List provided to bulk waste trucks daily
- Fees for large volume pick ups or uncalled in services

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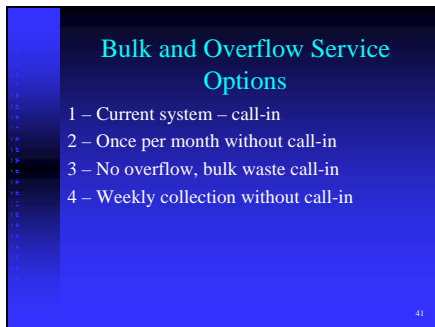


City Right-of-Way Cleanup Crew

- Waste Management
 - ◆ Emphasis on Citywide
 - ◆ Clean up non-collection days
 - ◆ Inspectors – Enforcement
- Right-of-Way Cleanup crew (Storm Water)
 - ◆ Miscellaneous Items
 - ◆ Vacant Lot Cleanup – At direction of Public Health, Codes
 - ◆ Shopping Carts
 - ◆ Storm Water Ponds, Etc.

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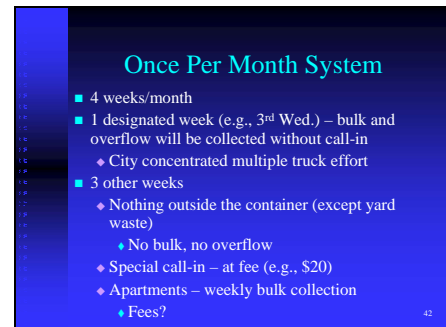


Bulk and Overflow Service Options

- 1 – Current system – call-in
- 2 – Once per month without call-in
- 3 – No overflow, bulk waste call-in
- 4 – Weekly collection without call-in

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Once Per Month System

- 4 weeks/month
- 1 designated week (e.g., 3rd Wed.) – bulk and overflow will be collected without call-in
 - ◆ City concentrated multiple truck effort
- 3 other weeks
 - ◆ Nothing outside the container (except yard waste)
 - ◆ No bulk, no overflow
 - ◆ Special call-in – at fee (e.g., \$20)
 - ◆ Apartments – weekly bulk collection
 - ◆ Fees?

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Evaluation Factors				
	Call-in	Once/mo.	Bulk call-in only	Weekly
Call-in	Yes	No	Yes	No
Cost	Base	Less	Less	More
Level of Service	High	Mixed	Less	Highest
Ease of Enforcement	Moderate to Difficult	Easy	Moderate	Easy
Refuse Collection Efficiency	Low	Higher	Moderate	Lowest
Office Staff Required	High	Moderate	High	Low

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Other Issues	
■ Apartments – Need weekly bulk collection	
■ Call-Ins – provide opportunity to educate on rules	
■ Once/month – could have larger quantities, not properly placed/contained	
■ Staffing – office staff cost savings could transfer to special collection	
■ Off week perhaps – unavoidable	1 – charge fees 2 – free 3 – disallow/fine
■ Overflow restrictions – nothing outside the container that could fit in the container	
◆ Difficult to educate/enforce	

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Enforcement Issues	
1.	Overflow
2.	Yard Waste Limits/Trees
3.	Bulk Waste Call-In
4.	Evictions and Move outs
5.	Construction and Demolition Waste
6.	Bagging of Household Waste
7.	Containers of Early/Late
8.	Tires
9.	Random Waste
10.	Illegal Dumping

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Enforcement	
■ 5 Inspectors	
■ Emphasis on waste out on wrong day, move outs and evictions	
■ Collection day violations difficult to identify	

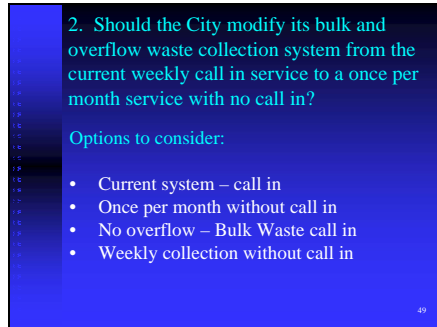
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Survey	
1.	What is your assessment of the City's current efforts in providing waste management services?
a.	What could be improved?
b.	What is being done well?

Slide 47

Survey	
1.	What is your assessment of the City's current efforts in providing waste management services?
a.	What could be improved?
b.	What is being done well?

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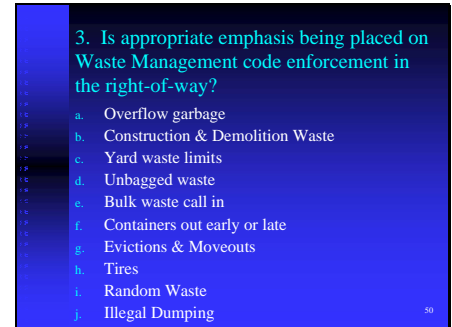
2. Should the City modify its bulk and overflow waste collection system from the current weekly call in service to a once per month service with no call in?

Options to consider:

- Current system – call in
- Once per month without call in
- No overflow – Bulk Waste call in
- Weekly collection without call in

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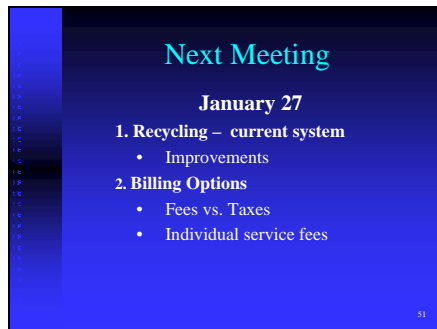
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3. Is appropriate emphasis being placed on Waste Management code enforcement in the right-of-way?

- a. Overflow garbage
- b. Construction & Demolition Waste
- c. Yard waste limits
- d. Unbagged waste
- e. Bulk waste call in
- f. Containers out early or late
- g. Evictions & Moveouts
- h. Tires
- i. Random Waste
- j. Illegal Dumping

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Next Meeting

January 27

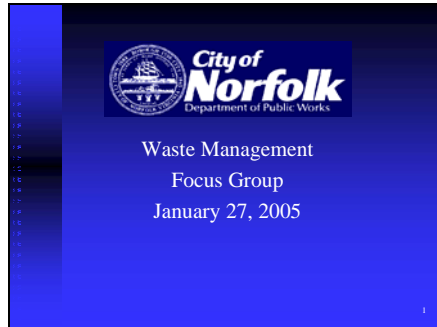
1. Recycling – current system
 - Improvements
2. Billing Options
 - Fees vs. Taxes
 - Individual service fees

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Section II

Presentation Materials

Slide 1



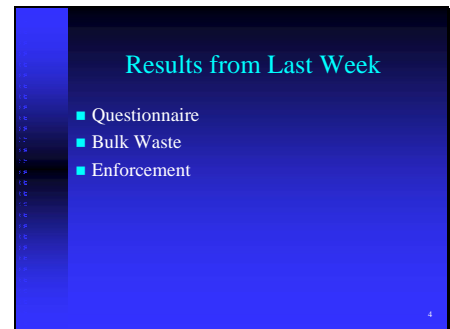
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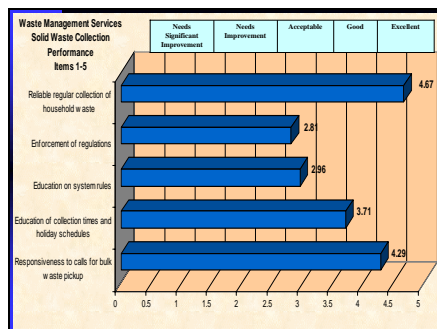
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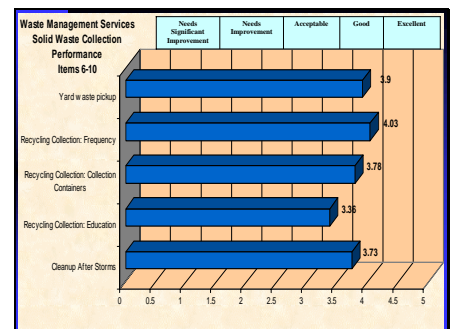
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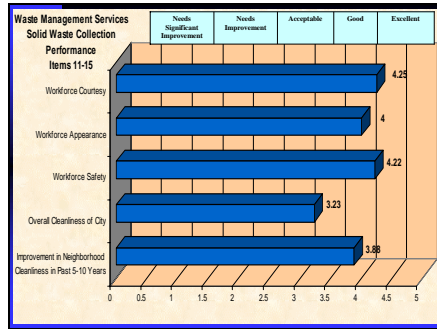
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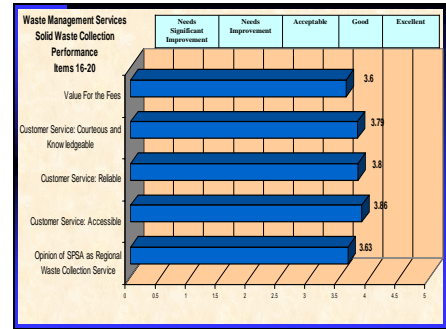
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Slide 7



Slide 8



Slide 9

Other Responses

- Educate, Educate, Educate
- To be thoroughly informed about household hazardous waste drop-off at locations other than the transfer station. Stating days and times.
- City Council should relax rule that yard waste cannot be at curbside before 5:00 p.m. the day before pick-up.
- Encourage businesses (especially those using paper) to recycle.
- City contact beverage makers to make recycling bins available near drink machines (or help with education)
- All public events should encourage participants to recycle and make bins available to public.

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Survey Results

Excellent

1. Reliable Regular Collection of Household Waste
2. Responsiveness to Calls for Bulk Waste Pick-up
3. Workforce Courtesy

Good

1. Education on Collection Times and Holiday Schedules
2. Improvement in Neighborhood Cleanliness in the Past 5 to 10 Years
3. Customer Service: Accessible

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Survey Results

Acceptable

1. Recycling Collection: Education
2. Overall Cleanliness of the City

Needs Improvement

1. Enforcement of Regulations
2. Education on System Rules

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What we heard you say about Question #1:

What is your assessment of the City's current efforts in providing waste management services?

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What we heard you say about Question 1a:
What Could Be Improved?

Priority Items	Other Items Mentioned
<ul style="list-style-type: none">■ Enforcement■ More Education (Solid Waste & Recycling), Including Containers■ Closer Relationship with Civic Leagues■ Loose Waste after Pick-up	<ul style="list-style-type: none">■ Tracking System for Bulk Collections■ Yard Waste■ Set Out Times for Appliances■ Violation Notification to Tenants and Landlord■ Complaint Feedback

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What we heard you say about Question 1b:
What is being done well?

- Dependable Service
- Service Response Time
- Safety Conscientious Drivers
- Bulk Pick-up – Call In System
- Ideas Conveyed by Management
- Professional & Friendly Personnel
- Customer Service

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What we heard you say about Question #2:
Should the City modify its bulk and overflow waste collection system from the current weekly call in service to a once per month service with no call in?

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Bulk Waste Collection Options

Focus Groups					
Issue	Red	Yellow	Green	Neon Green	Blue
Current System	Yes	Yes	Yes	Yes	Yes
Call In Required					
No Overflow Bulk Waste	No	No	No	No	No
Call In Required					
Once Per Month	No	No	No	No	No
Without Call In					
Weekly Collection	No	No	No	No	No
Without Call In					

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What we heard you say about Question #3:
Is appropriate emphasis being placed on Waste Management code enforcement in the right-of-way?

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Enforcement Priorities

Focus Groups					
Items	RED	GREEN	YELLOW	NEON GREEN	BLUE
Appropriate Emphasis Overall	No, All Areas	No, All Areas	Yes	Yes	Yes
Overflow Garbage	OK	OK	Greater	Greater	OK
Construction and Demolition Waste	OK	OK	OK	Lesser	OK
Yard Waste Limits	OK	OK	OK	Greater	OK
Unbagged Waste	OK	OK	Greater	Lesser	OK
Bulk Waste Call In	OK	OK	Greater	OK	OK
Containers Out Early or Late	OK	OK	OK	Greater	OK
Evictions and Move-outs	OK	OK	OK	Greater	OK
Tires	OK	OK	OK	OK	OK
Random Waste	OK	OK	OK	Greater	OK
Illegal Dumping	OK	OK	OK	Greater	Greater

Slide 19



Slide 20



Slide 21



Slide 22



Slide 23



Slide 24



Slide 25

Sources of Funds

- Member Localities
- Private Haulers & Businesses
- Enterprise Fund

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Slide 26

Uses of Funds

- SPSA is a not-for-profit Public Service Authority
- Operating Expenses
- Capital Debt
- Reserves
- Environmental Management

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Slide 27

Municipal Tipping Fees

- Waste Disposal – All Locations
- Waste Disposal – Landfill Only
- Yard Waste
- Recycling
- Tires
- Household Hazardous Waste
- Miscellaneous

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Slide 28

Residential Recycling in the City of Norfolk

John Deuel
Norfolk Environmental Commission
Citizen Focus Group on Waste Management

January 27, 2005

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Slide 29

Introduction

- Overview of Residential Recycling Collection in Norfolk
- Recycling Services to be Discussed:
 - ◆ Curbside
 - ◆ Drop-Off
 - ◆ Yard Waste
- Each Program's Results
- Educational Efforts

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Slide 30

Overview

- Norfolk is part of an Integrated Waste Management System
 - ◆ Source Reduction
 - ◆ Waste Diverted to Recycling (By Weight) = 24 %
- Out of the remaining waste
 - ◆ Waste-to-Energy (Regional) = ~43%*
 - ◆ Land filling (Regional) = ~44%*

* Source: SPSA

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Slide 31

“Trashy” Vocabulary

- **Reduce:** Waste prevention, or “source reduction,” means consuming and throwing away less.
- **Reuse:** Repairing, donating, or selling items.
- **Recycling:** Activities necessary for a recovered material to be used in a new product
 - ◆ Separating, Collecting, Processing, Distribution, and Purchase
- **Waste-to-Energy:** Recovered municipal solid waste is converted into a usable form of energy, usually via combustion

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Slide 32

Recycling Overview

Recycling Rates:

	1992	2003
◆ Nationally*	16%	30%
◆ State of Virginia**	35%	30%
◆ So. Hampton Roads**	38.5%	30%
◆ Norfolk (Residential)	4 %	20%

* - Source: U.S. EPA
** - VA, DEQ

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Slide 33

Curbside Collection

- Initiated by SPSA in 1990; expanded citywide with 18-gallon bins in Norfolk in 1994; Enhanced with larger carts/single stream collection in 2004
- 4 Phases ~ bringing Waste Management customers into the new program
- Approx. 57,000 households served.
- Every other week collection on regular waste collection day

33

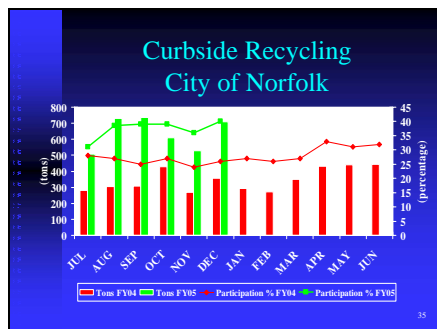
Slide 34

What’s New With Curbside Collection?

- Single Stream Automated Program
- 95-Gallon Rolling Carts replaces 18-Gallon Bins
- Additional Materials Accepted

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Slide 35



Slide 36

Curbside Collection Results*

	Participation	Pounds/Pickup
18-Gallon Bins	23%	21
95-Gallon Carts	55 %	29

Data collected October 2004, following Phase II

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Slide 37

Recyclable Items for Existing Program

- Aluminum, Steel & Tin Cans, Pie Plates, & Foil
- Newspapers
- Glass Bottles
- Plastic Bottles

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Slide 38

Additional Items for Single Stream Collection

- Flattened Corrugated Cardboard
- Mixed Paper
 - ◆ Catalogues
 - ◆ Magazines
 - ◆ Unwanted Mail

If in doubt – just look at the Cart Lid!

38

Slide 39

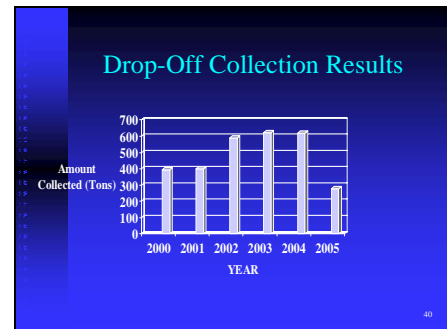
Drop-Off Recycling Centers

Open 24 hours / 7 days

- ◆ West Government Avenue (near Oceanview Elementary School)
- ◆ 300 17th Street @ Armistead Avenue (beside HRT off Monticello Avenue)
- ◆ East Little Creek Rd @ Tidewater Dr. (K-Mart Shopping Center)
- ◆ **Opening Spring 2005:** Security Lane @ VoTech (off Military Hwy)

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Slide 40



Slide 41

Other Cities – Collection Methods

Virginia Beach – Single Stream, Automated – Contracted out separate from SPSA

Chesapeake – 18-gal. Bins and Drop-off

Portsmouth – Drop-Off Only

Suffolk – 18-gal. Bins in some areas

Newport News – Single Stream, Automated

Hampton – Single Stream, Automated

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Slide 42

Yard Waste Collection

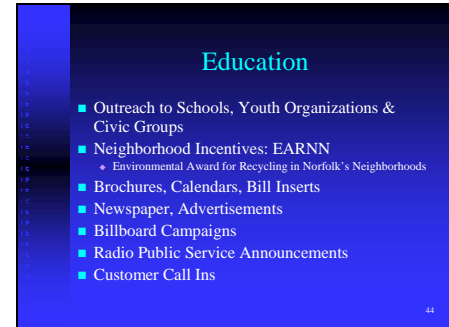
- Yard Waste includes:
 - ◆ grass trimmings
 - ◆ leaves
 - ◆ small branches, twigs & shrubs
- Yard Waste makes up 20% of household waste
- Special Collection established in 1992
- City Ordinance requires all yard waste placed in clear plastic bags

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Slide 43



Slide 44



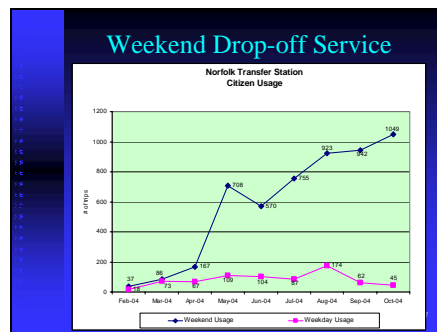
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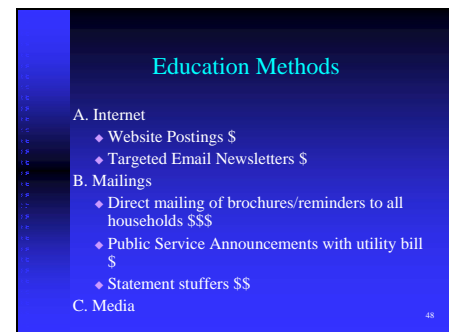
Slide 46



Slide 47



Slide 48



Slide 49

Education Methods

- D. Containers
 - ♦ Cart tags \$\$
- E. Posting Information in Public
 - ♦ Banners in Neighborhoods \$
 - ♦ Signs on trucks \$\$
 - ♦ Posters \$\$
 - ♦ Retail tie-ins (information on grocery bags) \$\$
 - ♦ Thank you letters/certificates of recognition \$
 - ♦ Tray Liners at fast food stores \$\$
 - ♦ Tote Boards (outside gas stations, shops, military bases – electronic) \$
 - ♦ Billboards \$\$
 - ♦ Bus placards \$\$

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Slide 50

Education Methods

- F. Via Civic Leagues
 - ♦ Civic League/Other Newsletters \$
 - ♦ Speaking engagements/presentations \$
- G. Schools \$
- H. Phone
 - ♦ Pre-recorded messages (on infoline) \$
- I. Other Ideas

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Slide 51

Question #4: What is your assessment of the current efforts to provide collection of recyclable household waste?

- A. What could be improved?
- B. What is being done well?
- C. What can be done to increase the level of households participation in the current curbside recycling program?

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Slide 52

Question #5

Which methods work best?

Prioritize

- A. Internet/Website
- B. Mailings
- C. Media
- D. On containers
- E. Posting Information in Public
- F. Via Civic Leagues
- G. Schools
- H. Phone
- I. Other Ideas

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Slide 53

COLLECTION SYSTEM FUNDING ALTERNATIVES

53

Slide 54

Funding Structure

Residential Rate for City Collection

\$128.85/year, \$10.59/month, \$2.47/week (Covers ~ 2/3 of Cost)

- Container (any size)
- Collection of Containerized & Overflow
- Recycling Including Container
- Yard Waste Collection

2nd Container \$5/month

Taxes about \$65/yr. (~1/3 of Cost)

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Slide 55

Variable Rate Pricing – Why?

- Environmental Sustainability: Results in Reduced waste and more recycling, saving resources
- Economic Sustainability- Helps support rising waste management costs
- Equity – Fair: Pay for what you throw away; No hidden costs

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Slide 56

Variable Rate Pricing – Methods

- Charge a fee per container
- Charge a different fee for varying sizes of containers: Larger the container, higher the fee
- Charge based on weight collected

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Slide 57

Variable Rate Pricing – Who is doing it?

Pay-As-You-Throw Programs by State

Click on a state to view a list of communities with pay as you throw programs.

Number of Communities with Pay-As-You-Throw Programs

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Slide 58

Volume-Based Billing

Billing to Citizens based upon Volume of Waste

Menu of Choices

- Based upon Number of Containers
- Based upon Size of Containers
- Recycling Discount
- Recycling Options – different containers, frequency
- Bill for Special Services (Tree, bulk waste removal)

Rules Must Be Clear, Enforced

58

Slide 59

Waste Management System

Volume-Based Billing

Pros	Cons
■ System efficiency enhanced	■ Strict enforcement of rules required
■ Citizens can reduce their bill recycling, waste	■ Occasional overflow – how to accommodate
■ Beneficial to those who generate little waste	■ Service reduced – fees and fines
■ Recycling will increase	■ Possible increase in illegal dumping
■ Potentially less waste city-wide	■ More costly to those who generate more waste
	■ Billing & administration more difficult

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Slide 60

Special Services Billing Options

- Bulk Collections (all)
- Bulk Collections (unscheduled on unscheduled week)
- Overflow Garbage
- Tree or Excessive Yard Waste
- High Volumes of Overflow

60

Slide 61



Slide 61 is a presentation slide with a blue gradient background. The title "Expenses" is centered at the top in a light blue font. Below the title, there are four bullet points, each preceded by a small blue square. The first bullet point is "Tipping Fee \$46/ton to SPSA". The second bullet point is "Recycling Fee: \$3.01/household to SPSA (95-gal cart) \$1.25/household to SPSA (18-gal bin)". The third bullet point is "Yard Waste Tipping Fee \$35/ton to SPSA". The fourth bullet point is "Collection System", which has three sub-bullets: "People", "Containers", and "Trucks", each preceded by a small blue diamond. The slide number "61" is in the bottom right corner.

Expenses

- Tipping Fee \$46/ton to SPSA
- Recycling Fee: \$3.01/household to SPSA (95-gal cart)
\$1.25/household to SPSA (18-gal bin)
- Yard Waste Tipping Fee \$35/ton to SPSA
- Collection System
 - ◆ People
 - ◆ Containers
 - ◆ Trucks

61

Slide 62



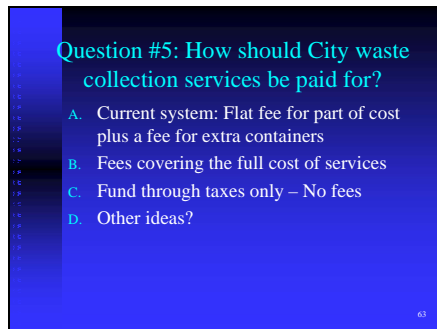
Slide 62 is a presentation slide with a blue gradient background. The title "Ways To Improve Efficiency, Reduce Costs" is centered at the top in a light blue font. Below the title, there are five bullet points, each preceded by a small blue square. The first bullet point is "Extra Containers – automation". The second bullet point is "No Overflow". The third bullet point is "Volume Based Rates – encourages recycling, conserving". The fourth bullet point is "More Restrictive Rules On Bulk Waste and Yard Waste". The fifth bullet point is "Recycling", which has three sub-bullets: "Required", "Eliminated", and "Reduced Rates - incentive", each preceded by a small blue diamond. The slide number "62" is in the bottom right corner.

Ways To Improve Efficiency, Reduce Costs

- Extra Containers – automation
- No Overflow
- Volume Based Rates – encourages recycling, conserving
- More Restrictive Rules On Bulk Waste and Yard Waste
- Recycling
 - ◆ Required
 - ◆ Eliminated
 - ◆ Reduced Rates - incentive

62

Slide 63



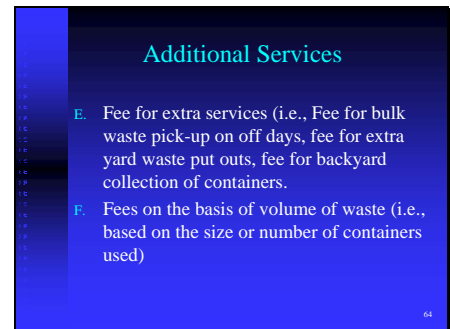
Slide 63 is a presentation slide with a blue gradient background. The title "Question #5: How should City waste collection services be paid for?" is centered at the top in a light blue font. Below the title, there are four bullet points, each preceded by a small blue letter. The first bullet point is "A. Current system: Flat fee for part of cost plus a fee for extra containers". The second bullet point is "B. Fees covering the full cost of services". The third bullet point is "C. Fund through taxes only – No fees". The fourth bullet point is "D. Other ideas?". The slide number "63" is in the bottom right corner.

Question #5: How should City waste collection services be paid for?

- A. Current system: Flat fee for part of cost plus a fee for extra containers
- B. Fees covering the full cost of services
- C. Fund through taxes only – No fees
- D. Other ideas?

63

Slide 64



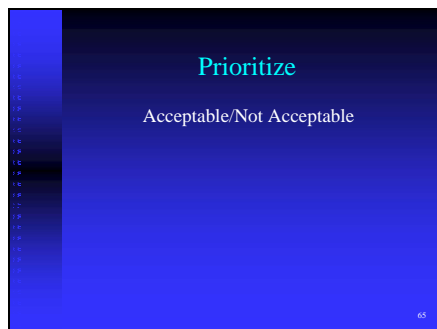
Slide 64 is a presentation slide with a blue gradient background. The title "Additional Services" is centered at the top in a light blue font. Below the title, there are two bullet points, each preceded by a small blue letter. The first bullet point is "E. Fee for extra services (i.e., Fee for bulk waste pick-up on off days, fee for extra yard waste put outs, fee for backyard collection of containers)". The second bullet point is "F. Fees on the basis of volume of waste (i.e., based on the size or number of containers used)". The slide number "64" is in the bottom right corner.

Additional Services

- E. Fee for extra services (i.e., Fee for bulk waste pick-up on off days, fee for extra yard waste put outs, fee for backyard collection of containers).
- F. Fees on the basis of volume of waste (i.e., based on the size or number of containers used)

64

Slide 65



Slide 65 is a presentation slide with a blue gradient background. The title "Prioritize" is centered at the top in a light blue font. Below the title, the text "Acceptable/Not Acceptable" is centered. The slide number "65" is in the bottom right corner.

Prioritize

Acceptable/Not Acceptable

65

Section V

Results

Results

The following is a review of the specific results from each of the sessions. Analysis and discussion of the results are provided in Section VI.

A) First Session – Analysis of current waste management system

1. Items being done well
 - a. Dependable service
 - b. Service response time
 - c. Safety conscientious drivers
 - d. Bulk pick-up – call-in system
 - e. Ideas conveyed by management
 - f. Professional and friendly personnel
 - g. Customer service
2. Items needing improvement
 - a. Priority Items
 - i. Enforcement
 - ii. More education (solid waste and recycling), including providing information on containers
 - iii. Closer relationship with Civic Leagues
 - iv. Loose waste after pick-up
 - b. Other Items Mentioned
 - i. Tracking system for bulk collections
 - ii. Yard waste
 - iii. Set-out times for appliances
 - iv. Violation notification to tenants and landlord
 - v. Complaint feedback
3. Enforcement Issues and Options

The tables provided later in this section summarize the five groups' responses with respect to the different enforcement issues. Citizens responded to items as needing greater enforcement, lesser enforcement or are OK.

 - A. Overflow Garbage –
 - ☐ 2 out of the 5 groups reported that enforcement on the overflow of garbage needed to be greater
 - ☐ 3 out of the 5 groups reported that enforcement on the overflow of garbage was OK.

B. Construction and Demolition Waste –

- ☐ 1 out of the 5 groups reported that enforcement on the construction and demolition waste needed to be greater.
- ☐ 4 out of the 5 groups reported that enforcement on the construction and demolition waste was OK.

C. Yard Waste Limits

- ☐ 1 out of 5 groups reported that enforcement on yard waste limits needed to be greater
- ☐ 4 out of the 5 groups reported that enforcement on yard waste limits was OK.

D. Unbagged Waste

- ☐ 1 out of 5 groups reported that enforcement on unbagged waste needed to be lesser
- ☐ 1 out of 5 groups reported that enforcement on unbagged waste needed to be greater
- ☐ 3 out of the 5 groups reported that enforcement on unbagged waste was OK.

E. Bulk Waste Call-In

- ☐ 1 out of 5 groups reported that enforcement on bulk waste call-in needed to be greater.
- ☐ 4 out of 5 groups reported that enforcement on bulk waste call-in was OK.

F. Containers Out Early or Late

- ☐ 1 out of 5 groups reported that enforcement on containers out early or late needed to be greater.
- ☐ 4 out of 5 groups reported that enforcement on containers out early or late was OK.

G. Evictions and Move-Outs

- ☐ 1 out of 5 groups reported that enforcement on evictions and move-outs needed to be greater.
- ☐ 4 out of 5 groups reported that enforcement on evictions and move-outs was OK.

H. Tires

- ☐ 5 out of 5 groups reported that enforcement on tires was OK.

I. Random Waste

- ☐ 1 out of 5 groups reported that enforcement on random waste needed to be greater.
- ☐ 4 out of 5 groups reported that enforcement on random waste was OK.

J. Illegal Dumping

- ☐ 2 out of 5 groups reported that enforcement on illegal dumping needed to be greater.
- ☐ 3 out of 5 groups reported that enforcement on illegal dumping was OK.

4. Bulk Waste Collection Options

Participants were asked several questions about bulk waste collection options. The following options were considered and evaluated by participants:

- a. Current system – call-in required
- b. No overflow bulk waste – call-in required
- c. Once per month – without call-in
- d. Weekly collection – without call-in

The five groups participating in session 1 of the focus group were unanimous in their decision. All groups indicated they would like to keep the current system of call-in required for all bulk waste pick-ups.

B. Second Session – Analysis of the curbside recycling and funding

1. Items being done well

- a. New 95-gallon carts that were provided with lids
- b. More items are accepted in the recycling program
- c. Every other week collection
- d. Single stream at curbside

2. Items needing improvement

- a. Provide more education on the recycling program
- b. Better identification of the types of materials accepted into the cart

3. What can be done to increase the level of households' participation in the current curbside recycling program? Which methods of education work best?

- a. Economic incentives

- b. Increasing civic league participation in the EARNN program by providing incentives to participate
 - c. Placing a sticker on the cart with information on what is accepted and what is not accepted.
 - d. Direct mailings
 - e. Be visible in the schools more often
4. How should waste management services be paid for?
The groups indicated that the system should remain as is and there should be no consideration to pay all services with a fee, pay all services through taxes (general fund), etc...

Additional Services: Discuss the following alternative ideas for charging fees. Determine a “Yes or No” consensus from the group.

1. Fees for Extra Services (i.e., Fee for bulk waste pickup on off days, fee for extra yard waste put outs, fee for backyard collection of containers.)
 - The majority of the group indicated they are unwilling to pay a fee for extra services. Out of the five groups, one group indicated they would be willing to pay a fee for off day bulk waste pickup, extra yard waste pickup and an extra trash can.
2. Volume-based Billing Fees on the basis of volume of waste (i.e., based on the size or number of containers used.)
 - 3 out of 5 groups indicated they did not want volume-based billing or they may prefer it in the future. Not one group indicated they were willing to have volume-based billing at this time.

Session I

Questionnaire Results

**NORFOLK ENVIRONMENTAL COMMISSION / DEPARTMENT OF PUBLIC WORKS
CITIZEN FOCUS GROUP ON WASTE MANAGEMENT SERVICES**

QUESTIONNAIRE ~ 2005

Please grade the City of Norfolk's performance on solid waste collection in the areas listed.

Please place only one X for each Topic, except for #7 & # 15 (a, b, and c)

	Topic	Excellent 5	Good 4	Acceptable 3	Needs Improvement 2	Needs Significant Improvement 1	No Opinion 0
1	Reliable regular collection of household waste		4.67				
2	Enforcement of regulations				2.81		
3	Education on system rules				2.96		
4	Education on collection times & holiday schedules			3.71			
5	Responsiveness to calls for bulk waste pick-up		4.29				
6	Yard waste pickup			3.90			
7	Recycling collection: a. Frequency b. Collection containers c. Education		4.03	3.78 3.36			
8	Clean-up after storms			3.73			
9	Workforce courtesy		4.25				
10	Workforce appearance		4.00				
11	Workforce safety		4.22				
12	Overall cleanliness of City			3.23			

Waste Management Focus Group
Open-ended Responses
Session #1
January 20, 2005

Resident #:

1. No response
2. SPSA needs to work more closely with the City to meet residents' needs for picking up trash and building material (homeowner projects – not contractors.) City needs to look at vacuum truck to pickup leaves – could become compost and sold back to residents for gardens. Should be no limit on leaf or yard cleanup. Some residents have more property and more trees than others do.
3. Educate, Educate, Educate
4. No response
5. I only put my trash out every 3 weeks – single in a single-family home. Would hate to have driver stop at my house for a shoebox amount of trash.
6. I have only had a few issues but it was done to a neighbor not the City.
7. No response
8. To be thoroughly informed about household hazardous waste drop-off at locations other than the transfer station. Stating days and times.
9.
 1. 1970 – 3 pickup/week (2 regular and 1 yard) 2 sweeper/week right after regular pickup.
 2. 2005 – 1 pickup/week. Recycle every 2 weeks. Sweeper – 2-3 times/year and unannounced.
 - Streets are in poor repair, gutters are over grown and drains plugged. Many cracks and repaired areas, sort of let go overall. Attention to detail has been lost.
10. No response

11. (1) City Council should relax rule where yard waste cannot be at curbside until after 5:00 p.m. the day before pickup. (2) Sometimes litter blows out of trash truck... (3) Household battery recycling? (4) Confusing hours of operation at drop-off locations.
12. No response
13. No response
14. No response
15. No response
16. No response
17. (1) I am really unsure as to how to rate them because I believe our services are very inconsistent. Twice in December, my regular trash was not picked up. 3 times my yard trash was not picked up over the last 2 months (not just mine) the neighborhood. (2) For the last 3 months my cans have been left in the street, on side and even missing. This has caused parking issues – no can for a week – and a traffic stop due to the entire blocks can be in the street. (3) Overall, the system works and needs tweaking and peeking. (4) More education (5) employees need to care a little more (6) stress overflow more
18. If I do not accomplish the expectation
19. No response
20. No response
21. No response
22. (1) Need more street enforcement in Willoughby. Many multi-family apartments with illegal trash debris on streets 5 and 6 days. (2) By SPSA recycling cans, can we put address on all multi-family, duplex, and single-family units. (3) People using the SPSA cans for other debris.
23. #8 – Clean up after storms – cleanup and response after hurricane Isabel was excellent. The City and Waste Management did a great job of cleanup and pickup of storm debris, and in providing information to the public. However, cleanup and pickup after lesser storms, i.e., thunderstorms, snow, ice, wind, seems virtually non-existent. Debris and letter stays

where it falls. #14 – value for fees paid – generally, the value for fees paid is good. Especially now with the Big Easy recycling program. There is a perception, though, amount many City residents that the value for fees is low. People see their HRUBS bill as too high. Better education to the public as to what we get for the fees for Waste Management would help this. Does the money SPSA receives in selling recyclable materials help to keep our fees down? Or does this go to increase SPSA revenues? Or does this just cover the cost of implementation and service? #15 – Customer service – my personal experience with customer service has been good. But I hear complaints of rude service e representatives and non-response to pickup calls.

- Also – John Deuel and the staff at the NEC provide a great service, are very helpful, and do a great job. The City of Norfolk can and should support and promote the NEC more strongly. Most City residents do not know who the NEC is and what they do.

- Need more commercial/business recycling.

24. (1) More education as well as enforcement of code violations is desirable. (2) Encourage businesses (especially paper using) to recycle. (3) City contact beverage makers to make recycling bins available near drink machines (or help with education) (4) all public events should encourage participants to recycle and make bins available to public.

25. The blue containers serve very well for large collection of sold waste. Recycling is good for the community.

26. No response

27. No response

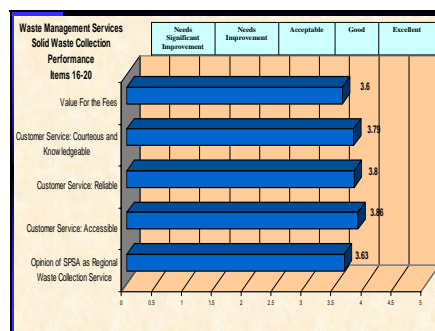
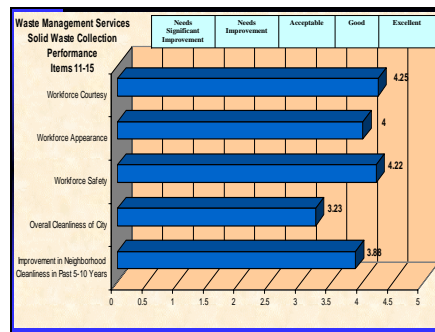
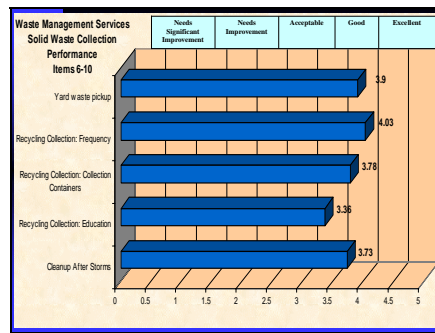
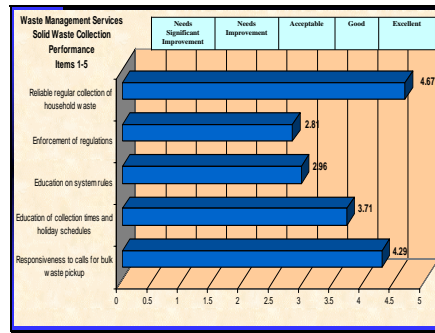
28. Please keep telephone manned for call – no voice mail – no press 1-2-3 or 4. No website, please let us call you on the phone.

29. (1) SW Management should not be handled as a “business” in the sense of making a profit – where recycling is only done if it is profitable or at least not a money loser. I do not however advocate that SW Management is done without regard to the costs. Recycling should be done period, but in doing so; it should be done as economically as possible. Recycling is not the right thing to do but the thing to do just as we place garbage in the trash can. Although the introduction of the Big Easy is a huge step in improving recycling, Norfolk has far to go. The aim should be for zero

waste. (2) Don't like the free citizen drop off at SPSA – not one bit! (3) The City makes it too easy to avoid recycling and reuse. (4) Bulk Waste should be charged. (5) Reuse of bulk items needs to be done.

30. (#7) – 90-gallon containers are flimsy – dark green version.
Fix hydraulic fluid leaks – garbage trucks. City does a poor job to tell citizens where waste stream goes, costs involved recycling costs vs. benefits.
31. No response
32. Evictions should only be allowed on the day before your pick-up ay. It must be called in as a bulk pick-up. If it should be used, he or she must confirm the bulk pick-up was called in. If not, no eviction (no trash on the street)

Results of Session I



Other Responses

- Educate, Educate, Educate
- To be thoroughly informed about household hazardous waste drop-off at locations other than the transfer station. Stating days and times.
- City Council should relax rule that yard waste cannot be at curbside before 5:00 p.m. the day before pick-up.
- Encourage businesses (especially those using paper) to recycle.
- City contact beverage makers to make recycling bins available near drink machines (or help with education)
- All public events should encourage participants to recycle and make bins available to public.

9

Survey Results

Excellent

1. Reliable Regular Collection of Household Waste
2. Responsiveness to Calls for Bulk Waste Pick-up
3. Workforce Courtesy

Good

1. Education on Collection Times and Holiday Schedules
2. Improvement in Neighborhood Cleanliness in the Past 5 to 10 Years
3. Customer Service: Accessible

10

Survey Results

Acceptable

1. Recycling Collection: Education
2. Overall Cleanliness of the City

Needs Improvement

1. Enforcement of Regulations
2. Education on System Rules

11

What we heard you say about Question #1:

What is your assessment of the City's current efforts in providing waste management services?

12

What we heard you say about Question 1a:

What Could Be Improved?

Priority Items

- Enforcement
- More Education (Solid Waste & Recycling), Including Containers
- Closer Relationship with Civic Leagues
- Loose Waste after Pick-up

Other Items Mentioned

- Tracking System for Bulk Collections
- Yard Waste
- Set Out Times for Appliances
- Violation Notification to Tenants and Landlord
- Complaint Feedback

What we heard you say about Question 1b:

What is being done well?

- Dependable Service
- Service Response Time
- Safety Conscientious Drivers
- Bulk Pick-up – Call In System
- Ideas Conveyed by Management
- Professional & Friendly Personnel
- Customer Service

What we heard you say about Question #2:

Should the City modify its bulk and overflow waste collection system from the current weekly call in service to a once per month service with no call in?

Bulk Waste Collection Options

Focus Groups					
Issue	Red	Yellow	Green	Neon Green	Blue
Current System Call In Required	Yes	Yes	Yes	Yes	Yes
No Overflow Bulk Waste Call In Required	No	No	No	No	No
Once Per Month Without Call In	No	No	No	No	No
Weekly Collection Without Call In	No	No	No	No	No

What we heard you say about Question #3:

Is appropriate emphasis being placed on
Waste Management code enforcement in the
right-of-way?

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Enforcement Priorities

Focus Groups					
Items	RED	GREEN	YELLOW	NEON GREEN	BLUE
Appropriate Emphasis Overall	No, All Areas	No, All Areas	Yes	Yes	Yes
Overflow Garbage	OK	OK	Greater	Greater	OK
Construction and Demolition Waste	OK	OK	OK	Lesser	OK
Yard Waste Limits	OK	OK	OK	Greater	OK
Unbagged Waste	OK	OK	Greater	Lesser	OK
Bulk Waste Call In	OK	OK	Greater	OK	OK
Containers Out Early or Late	OK	OK	OK	Greater	OK
Exclusions and Move-outs	OK	OK	OK	Greater	OK
Tires	OK	OK	OK	OK	OK
Random Waste	OK	OK	OK	Greater	OK
Illegal Dumping	OK	OK	OK	Greater	Greater**

Results of Session II

Question #4: What is your assessment of the current efforts to provide collection of recyclable household waste?

What is being done well?

Being Done Well	Yellow	Neon Gr.	Green	Red	Blue
City is promoting program			Yes		
Alternative Collection Options	X				
Every other week Collection	X		X		X
New carts (lids, wheels, larger)	X	X	X		X
Single Stream at Curbside		X			X
24 hour Drop Off Centers		X			
More items accepted		X	X		X
Reduces regular garbage amount		X			
Less Scavenging		X			
Consistency				X	
Courtesy & Professionalism of Drivers				X	
Trying to Educate					X

What could be improved?

What to Improve	Yellow	Neon Green	Green	Red	Blue
More Education	X	X		X	X
a. More to Schools					X
b. More targeted					X
c. Types of Materials	X	X		X	
Drop Off Sites:					X
a. Larger holes					X
b. More items accepted					X
Alternative size carts				X	
Economic Incentive to recycle (ie increase fee for separate trash bin or cash award)		X		X	
More frequent collection (weekly)		X			
Incentive for businesses, schools & apts. To participate		X			

Question #5: What can be done to increase the level of households' participation in the current curbside recycling program? Which methods of education work best?

Suggestions	Yellow	Neon Green	Green	Red	Blue
Economic Incentives			X	X	X
Make Mandatory	X				
Civic Leagues/EARNN	X		X	X	X
City Staff speak to groups					X
Newspaper PSA or Paid AD					X
Sticker on the Cart	X			X	X
Internet/Website					
Direct Mailings	XX		X	X	
Schools			X	X	X
Churches/Clergy					X
More Media			X		

How should waste management services be paid for?

Preference	Yellow	Neon Green	Green	Red	Blue
A. Leave As Is	Yes	Yes	Yes- Keep Prices in Check		Yes
B. Pay all services with fees	No	No	No. Will encourage illegal dumping		Yes, higher fee for second container
C. Pay all services through taxes (general fund)	No	No	No		NO
D. Other?		Price break for recycling			

Additional Services?

Type of Service	Yellow	Neon Green	Green	Red	Blue
Fee for Extra Services	No	Yes (Off day bulk waste, Extra yard waste pickup, extra trash can)	No		Want back yard collection but no fee
Volume based billing	Not Yet	Maybe	No. May encourage dumping.		No

Section VI

Analysis and Discussion

Analysis and Discussion

City Collection System

The participants in the focus group had an overall rating of the current waste management system as good to excellent. More specifically, the group responded with higher evaluations going to the reliability of regular collection of household waste, responsiveness to calls for bulk waste pickup, workforce courtesy and workforce safety. On the other hand, the group identified several areas that need improvement such as: development of a tracking system for bulk collections, violation notification to tenants and landlords and a complaint feedback system. With enforcement issues, the group believed there were no areas that needed greater enforcement and current enforcement on all areas was okay. All groups indicated the current requirement that bulk waste be called in should not be changed. The results of the questionnaire reinforced the focus group's verbal responses from the first session. Results are provided in Section V of this document.

Recycling

Recycling services provided by the City and SPSA were rated as good to excellent. Overall, items rated as being done well are the new 95-gallon carts with lids that were provided, more items accepted in the recycling program, every other week collection, and single stream at curbside. Items needing improvement included education on the enhanced recycling program and an increase in the types of materials accepted into the cart. When the participants were asked about what can be done to increase the level of household participation in the curbside recycling program, most indicated they would like to see economic incentives and encouraged participation through the EARNN program, direct mailings to Civic Leagues and more visibility in the schools.

How to pay for waste management services has often been discussed. When participants were asked their opinions on this subject, they indicated the current system should remain as is and there was no support for alternatives. To further support their opinion that the system remains the same, participants responded to the value of service for the fees question on the questionnaire as good to excellent.

Education efforts were assessed with respect to determining the best way to get information to the citizens. The results indicated a preference for use of civic league newsletters, regular information in the Compass, education in the school system, attendance of department representatives at civic league meetings, and acceptable items in carts on a sticker to place on the cart.

System Alternatives

A number of alternative methods of waste collection methods were discussed including fees for extra services and volume-based billing. As a result of the discussion on fees for extra services, 3 groups were not in favor of paying fees for extra services; 1 group was in favor of off-day bulk waste collection, extra yard waste pickup and extra trash cans; and 1 group's response was not indicated. The pros and cons of a volume-based billing system were addressed, including it would increase system efficiency, increase recycling, allow the citizens the ability to reduce their bill through recycling and waste conservation. Furthermore, volume-based billing would also be beneficial to those who generate little waste.

A second question addressed volume-based billing and whether the City should implement it or not. As a result of the discussion, 3 groups were not in favor of the volume-based billing concept (not yet and no because it may encourage dumping), 1 group indicated that they might support volume-based in the future and 1 group's response was not indicated.

A summary overview of the sessions indicates:

1. There is general satisfaction with the current waste management system including the reliable collection of household waste, responsiveness of employees to calls, yard waste pickup, workforce courtesy, workforce appearance, and workforce safety, to name a few.
2. There is strong suggestion that education on the waste management and recycling systems be continued along with increased enforcement of regulations.
3. There is a general opinion that groups do not want to change current practices at this time (i.e., fees for additional services, collection options and volume-based billing). This is indication that there is a conservative view on processes and change initiatives within the locality.
4. There is general satisfaction with the current recycling system including the types of containers used, frequency of collection, items and materials accepted now versus in the old recycling program and SPSA as a regional waste collection service.

Appendix 1: List of Focus Group Questions by Session

Discussion Questions Citizen Solid Waste Focus Group - 2005

Your Facilitator will lead the discussion around the questions listed below. We encourage you to participate, providing your ideas and opinions on the topic being discussed. As there is limited time, the following ground rules should be followed to allow for all to have a chance to share their views:

- Keep your remarks brief (under 1-2 minutes)
- All ideas, comments or questions, relative to the topic, are welcomed
- Avoid repeating things that have already been covered.
- As some of the questions involve prioritizing, you will be given an opportunity to “vote” for those ideas or suggestions that you feel the strongest about.

A “spokesperson” and a “recorder” will be needed for each group. With the guidance of the Facilitator, the recorder will stand at the flip chart and write down those key ideas or consensus built within the group. The reporter will briefly summarize the main ideas of the group on each question and present these to the larger group following the breakouts.

Session 1: January 20 (Assessment of Collection Services & Enforcement)

1. What is your assessment of the City’s current efforts in providing waste management services?
 - a. What could be improved?
 - b. What is being done well?
2. Should the City modify its bulk and overflow waste collection system from the current weekly call-in service to a once per month service with no call-in?

Options to consider:

- | | |
|------------------------------------|--------------------------------------|
| a. Current System – call-in | b. Once per month without call-in |
| c. No overflow- Bulk waste call-in | d. Weekly Collection without call-in |

3. Is appropriate emphasis being placed on Waste Management code enforcement in the right-of-way?

- | | |
|--------------------------|------------------------------------|
| a. Overflow garbage | b. Construction & Demolition Waste |
| c. Yard waste limits | d. Unbagged waste |
| e. Bulk waste call-in | f. Containers out early or late |
| g. Evictions & Move outs | h. Tires |
| i. Random Waste | j. Illegal Dumping |

Session 2: January 27 (Curbside Recycling and Funding)

4. What is your assessment of the current efforts to provide collection of recyclable household waste?

- a. What could be improved?
- b. What is being done well?
- c. What are some ideas to increase the level of households?
participating in the current curbside recycling program?

5. How should City waste collection services be paid for?

- a. Current system: Flat fee for part of cost plus a fee for extra containers
- b. Fees covering the full cost of services
- c. Fund through taxes only – No fees
- d. Other ideas?

Additional Services: Discuss the following alternative ideas for charging fees. Determine a “Yes or No” consensus from the group.

- e. Fee for extra services (i.e. Fee for bulk waste pickup on off days, fee for extra yard waste put outs, fee for backyard collection of containers.
- f. Fees on the basis of volume of waste (i.e. based on the size or number of containers used)

Appendix 2: List of Focus Group Participants

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Appendix 3: Norfolk Environmental Commission/Department of Public Works Citizen Focus Group on Waste Management Services

NORFOLK ENVIRONMENTAL COMMISSSION / DEPARTMENT OF PUBLIC WORKS CITIZEN FOCUS GROUP ON WASTE MANAGEMENT SERVICES

QUESTIONNAIRE ~ 2005

Please grade the City of Norfolk's performance on solid waste collection in the areas listed.

Please place only one X for each Topic, except for #7 & # 15 (a, b, and c)

	Topic	Excellent	Good	Acceptable	Needs Improvement	Needs Significant Improvement	No Opinion
1	Reliable regular collection of household waste						
2	Enforcement of regulations						
3	Education on system rules						
4	Education on collection times & holiday schedules						
5	Responsiveness to calls for bulk waste pick-up						
6	Yard waste pickup						
7	Recycling collection: a. Frequency b. Collection containers c. Education						
8	Clean-up after storms						
9	Workforce courtesy						
10	Workforce appearance						
11	Workforce safety						

